ORDER

Orders Order / Rev: 710129 06299037 Alt Order #: Product Desc: SENATE MAJORITY PAC WUSA Estimate: 1683 Flight Dates: 10/09/12 - 11/06/12 Primary AE: Aaron Ashe Sales Office: 08/28/12 / 09/07/12 Original Date / Rev: T-WAS Order Type: Political Sales Region: NAT Agency Name: Waterfront Strategies/ POL **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: **Broadcast** 1010 Wisconsin Ave Ste 800 Billing Cycle: EOM/EOC Washington, DC 20007 15% Agency Commission: Advertiser **Senate Majority PAC** Name: A35+ New Business Thru: Demographic: **Product Codes:** IS-Candidate/US Senate Order Separation: 00:15:00 P-5 Priority: Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

Totals

Totals

Bill Plan

Start Date	t Date End Date		Gross Amount	Net Amount		
10/01/12	10/28/12	59	\$146,050.00	\$124,142.50		
10/29/12	11/06/12	30	\$71,550.00	\$60,817.50		

Month	# Spots	Gross Amount	Net Amount	Rating	
October 2012	59	\$146,050.00	\$124,142.50	0.00	
November 2012	30	\$71.550.00	\$60.817.50	0.00	

\$217,600.00

\$184,960.00

0.00

89

Account Executives

Account Executive	Executive Sales Office Sales Region		Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ch Inventory Code Len Spots Ln Start End Break Start/End Time Days Rate Pri Rtg Type Spots Amount E 1 WUSA 10/09/12 11/05/12 Letterman 1135P-1237A MTWTF--\$1,200,00 P-2 0.00 NM \$14,400,00 Late Night with David Letterman(11:35 PM-12:35 XM) DAVID LETTERMAN Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF--Week: 10/09/12 10/15/12 \$1,200.00 0.00 Week: 10/16/12 10/22/12 MTWTF--3 \$1,200.00 0.00 MTWTF--Week: 10/23/12 10/29/12 3 \$1,200,00 0.00 MTWTF--Week: 10/30/12 11/05/12 3 \$1,200.00 0.00 СМ E 2 WUSA 10/09/12 11/05/12 MTWTF--:30 0.00 NM \$18,000.00 Price Is Right 11a-12p 3 \$1.500.00 P-1 12 The Price is Right Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 10/09/12 10/15/12 MTWTF--\$1,500.00 0.00 MTWTF--Week: 10/16/12 10/22/12 3 \$1,500.00 0.00 MTWTF--Week: 10/23/12 10/29/12 3 \$1,500.00 0.00 Week: 10/30/12 11/05/12 MTWTF--3 \$1,500.00 0.00 E 3 WUSA 10/09/12 11/05/12 DT CM MTWTF--2 \$1,200.00 P-2 0.00 NM :30 \$9,600.00 9a-3p (12:30 PM-3:00 PM) Soaps Weekdays Start Date **End Date** Spots/Week Rating Rate Week: 10/09/12 10/15/12 MTWTF--\$1,200.00 0.00 MTWTF--Week: 10/16/12 10/22/12 2 \$1,200.00 0.00 MTWTF--Week: 10/23/12 10/29/12 2 \$1,200.00 0.00 MTWTF--Week: 10/30/12 11/05/12 \$1,200.00 0.00 E 4 WUSA 10/09/12 11/05/12 9 News @ Noon CM 12-1230P MTWTF--:30 3 \$1,500.00 P-1 0.00 NM \$18,000.00 12 9 News @ Noon

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Order / Rev: 710129 Advertiser: Senate Majority PAC

Alt Order #: 06299037 Product Desc: SENATE MAJORITY PAC WUSA

Flight Dates: 10/09/12 - 11/06/12 Estimate: 1683

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
E 4 WUSA	10/09/1	2 11/05/12	9 News @ Noon	CM	12-1230P	МГWГF		3 \$1,500.00 P-1	0.00 NM	12	\$18,000.00
			9 News @ Noon					, ,			, ,
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/15/12	МГЖГБ		\$1,500.00	0.00					
Week: 10/		10/22/12	MTWTF		\$1,500.00	0.00					
Week: 10/3 Week: 10/3		10/29/12 11/05/12	MTWTF MTWTF		\$1,500.00 \$1,500.00	0.00 0.00					
E 5 WUSA				CM	4-5p	МГWГF	:30	1 \$1,000.00 P-2	0.00 NM	4	\$4,000.00
L 3 WOOK	10/03/1	2 11/05/12	Dr. Phil	Olvi	+ ор	WII WII	.50	Τ ψ1,000.001 -2	0.00 14101		φ+,000.00
DR. PHI	IL										
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/15/12	МГЖГЕ	1	\$1,000.00	0.00					
Week: 10/		10/22/12	MTWTF MTWTF	1		0.00					
Week: 10/2 Week: 10/2		10/29/12 11/05/12	MTWTF	1	\$1,000.00 \$1,000.00	0.00 0.00					
E 6 WUSA				CM	5-6p	МГЖГБ	:30	2 \$1,000.00 P-2	0.00 NM	9	\$9,000.00
_ 000	. 0, 00, .	,,	9 News @ 5p		0 op		.00	_ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	0.00		40,000.00
		PLY TO SU	B LINES A THRU	В							
9 NEWS											
	rt Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating					
Week: 10/ Week: 10/		10/15/12 10/22/12	MTWTF		\$1,000.00 \$1,000.00	0.00 0.00					
Week: 10/2		10/22/12	MTWTF		\$1,000.00	0.00					
Week: 10/3	30/12	11/05/12	MTWTF		\$1,000.00	0.00					
E 7 WUSA	10/09/1	2 11/05/12	9 News @ 6p	CM	6-630p	MTWTF	:30	2 \$1,500.00 P-1	0.00 NM	8	\$12,000.00
0.1514/0			9 News @ 6p								
9 NEWS		End Data	Wookdovo	Spoto/Mook	Poto	Poting					
Week: 10/	rt Date 09/12	End Date 10/15/12	<u>Weekdays</u> MTWTF	Spots/Week 2	Rate \$1,500.00	Rating 0.00					
Week: 10/		10/10/12	MTWTF		\$1,500.00	0.00					
Week: 10/2		10/29/12	МГWГF		\$1,500.00	0.00					
Week: 10/3		11/05/12	MTWTF		\$1,500.00	0.00					
E 8 WUSA	11/03/1	2 11/03/12	NCAA Football G		3-7p	S-	:30	1 \$4,000.00 P-2	0.00 NM	1	\$4,000.00
COLLEG	GE FBI		NCAA Football G	ame #2	(3:30 PM-7:	DO PIVI)					
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/2		11/04/12	S-	1	\$4,000.00	0.00					
E 9 WUSA	10/13/1	2 11/03/12	8-10a Sa CBS Th	is Morr@M	8-10AM	S-	:30	1 \$350.00 P-2	0.00 NM	4	\$1,400.00
			CBS This Mornin	g: Saturday							
		NING SAT	10/	0	5.	D ::					
Sta Week: 10/6	rt Date	End Date 10/14/12	Weekdays S-	Spots/Week	Rate \$350.00	Rating 0.00					
Week: 10/		10/14/12	S-	1	\$350.00	0.00					
Week: 10/2		10/28/12	S-	1	\$350.00	0.00					
Week: 10/2	29/12	11/04/12	S-	1	\$350.00	0.00					
E 10 WUSA	10/14/1	2 10/14/12			Sun 1-4p	S	:30	1\$20,000.00 P-2	0.00 NM	1	\$20,000.00
NEL 10/	14/12 15	N/KE LIINIT	NFL Football Gar DIANAPOLIS	me #1							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/14/12	S		\$20,000.00	0.00					
E11 WUSA	10/11/1	2 11/01/12	Thu Prime C	CM	10-11P	T	:30	1\$10,000.00 P-2	0.00 NM	4	\$40,000.00
			Elementary								
	N OF IN										
	rt Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate	Rating					
Week: 10/ Week: 10/		10/14/12 10/21/12	T		\$10,000.00 \$10,000.00	0.00 0.00					
Week: 10/2		10/28/12	T		\$10,000.00	0.00					
Week: 10/2		11/04/12	T		\$10,000.00	0.00					
E 12 WUSA	10/09/1	2 11/05/12	•	CM	M-Su 11-11	35p MTWTFSS	:30	2 \$3,000.00 P-2	0.00 NM	8	\$24,000.00
O NIEVA	NOW 6	9 44 DA4	9 News @ 11p								
	S NOW @ rt Date	2 11PM End Date	Weekdays	Spots/Week	Data	Rating					
Week: 10/		10/15/12	Weekdays MTWTFSS		Rate \$3,000.00	0.00					
	- J	. 5, . 5, 12	====	_	+0,000.00	0.00				•	

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WUSA

Order / Rev: 710129 Advertiser:

06299037

Senate Majority PAC Product Desc:

Alt Order #:

SENATE MAJORITY PAC

Flight Dates:

1683 Estimate:

10/09/12 - 11/06/12

Ln Ch Start	End	Inventory Code	Break	Start/End	Γime Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
E 12 WUSA 10/09/1	2 11/05/12	9 News @ 11p	CM	M-Su 11-11	35p MTWTFSS	:30	2 \$3,000.00 P-2	0.00 NM	8	\$24,000.00
		9 News @ 11p								
9 NEWS NOW @										
Start Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>					
Week: 10/16/12	10/22/12	MTWTFSS		\$3,000.00	0.00					
Week: 10/23/12 Week: 10/30/12	10/29/12 11/05/12	MTWTFSS MTWTFSS		\$3,000.00 \$3,000.00	0.00 0.00					
				• •	- T	.00	4 \$20,000,00 B 4	0.00 NM	4	# 20,000,00
E 13 WUSA 10/30/1	2 10/30/12	Tue Prime A NCIS	CM	8-9P	- 1	:30	1 \$20,000.00 P-1	0.00 NM	1	\$20,000.00
NCIS		INCIS								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/29/12	11/04/12	- T		\$20,000.00	0.00					
E 14 WUSA 10/16/1		Tue Prime B	CM	9-10P	- T	:30	1 \$18,000.00 P-2	0.00 NM	1	\$18,000.00
L 14 WOOK 10/10/1	2 10/10/12	NCIS: Los Angele	_	3-101	1	.50	1 ψ10,000.001 -2	0.00 14101	'	ψ10,000.00
NCIS:LOS ANGE	ELES	11010. 2007 mgon								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/12	10/21/12	- T		\$18,000.00	0.00					
E 15 WUSA 11/06/1	2 11/06/12	Price Is Right	CM	11a-12p	- T	:30	1 \$1,500.00 P-1	0.00 NM	1	\$1,500.00
		The Price is Righ	t	•						
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 11/05/12	11/11/12	- T	1	\$1,500.00	0.00					
E 16 WUSA 11/06/1	2 11/06/12	DT	CM	9a-3p	- T	:30	1 \$1,200.00 P-2	0.00 NM	1	\$1,200.00
		Soaps		(12:30 PM-3	:00 PM)					
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 11/05/12	11/11/12	- T	1	\$1,200.00	0.00					
E 17 WUSA 11/06/1	2 11/06/12	9 News @ Noon	СМ	12-1230P	- T	:30	1 \$1,500.00 P-1	0.00 NM	1	\$1,500.00
		9 News @ Noon								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 11/05/12	11/11/12	- T	1	\$1,500.00	0.00					
E 18 WUSA 11/06/1	2 11/06/12	4-5p	СМ	4-5p	- T	:30	1 \$1,000.00 P-2	0.00 NM	1	\$1,000.00
		Dr. Phil								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 11/05/12	11/11/12	- T	1	\$1,000.00	0.00					
								Totals	89	\$217,600.00